



Muni Goes Green

The Green Eco-System

Creating the Green EcoSystem*

Intro

- Holistic mindshare**
- The Return on Investment (ROI)
- Leadership
- Process
- Tools
- Conclusion: the sustainable eco-system

* “Eco(nomic) System”

** Silicon Valley dot.com speak

Going Green \neq Green Building

- Holistic Mindshare
 - Building & purchasing
 - Recycling & reuse
 - Carbon emissions
 - Transportation
 - Paperless office
 - Mixed use development
 - Agriculture
- Startup Environment

Peterborough Recycling & Reuse

- **83% recycling of waste materials**
- **Materials reused by RC staff:**
 - Office supplies; paper clips, print paper, staplers, tape, filing cabinets, file folders
 - Shelves
 - Boxes for packing fluorescent bulbs
 - Shrink wrap
 - Pallets for shipping
 - Tables and benches in front of the windows are made from recycled wood and hardware
 - Screws
 - Nails
 - Most of our tools
 - Signs
 - Rags
 - Our break room; toaster, microwave, refrigerator, toaster oven, dishes
 - **Our American flag in the gardens**
 - Plants
 - Landscaping material
- **A tale of resistance: Skate lite, sheet metal & angle iron**

ROI

Build a Compelling Story

- Environmental benefits
 - Reduce the impacts of natural resource consumption
- Economic benefits
 - Improve the bottom line
- Health and safety benefits
 - Enhance occupant comfort and health
- Community benefits
 - Minimize strain on local infrastructures and improve quality of life

Economic Benefits

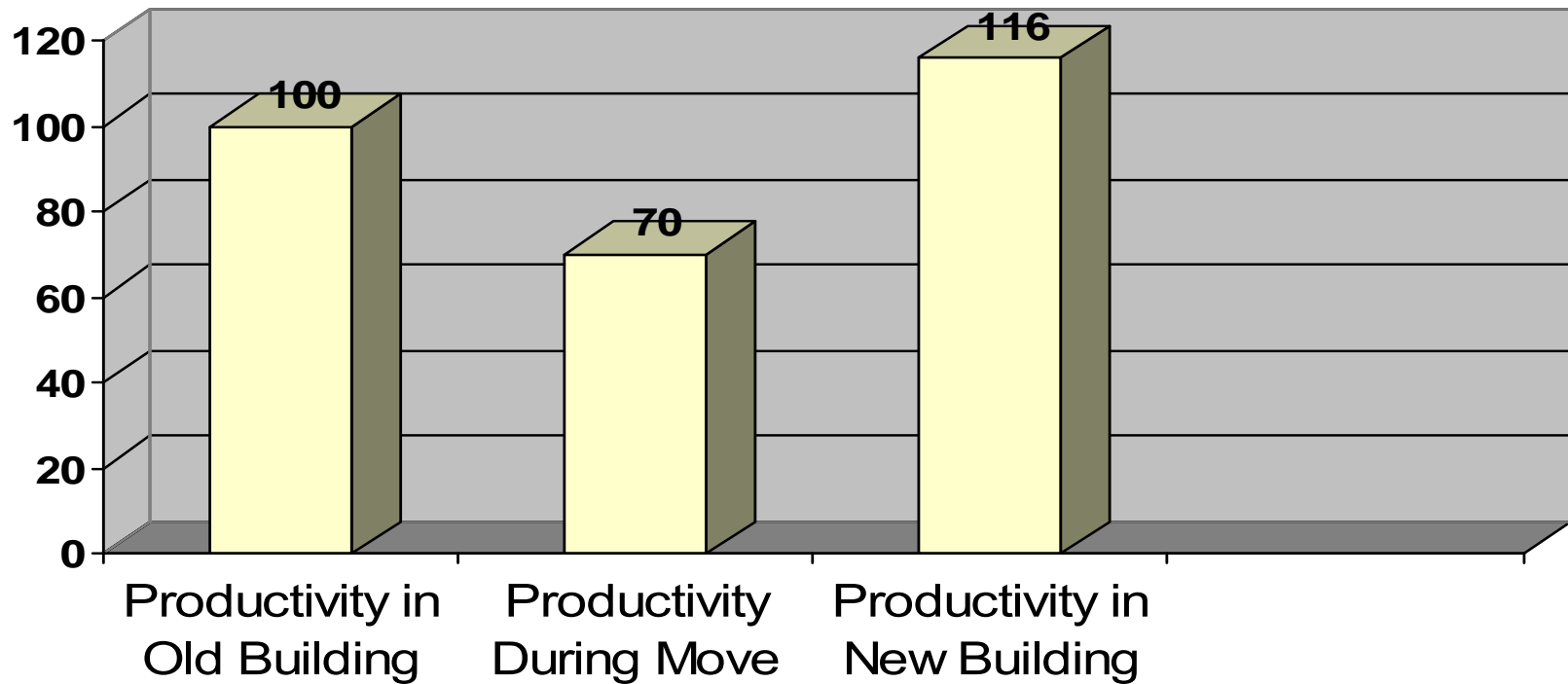
- Competitive first costs
 - Integrated design allows high benefit at low cost by achieving synergies between disciplines and between technologies
- Reduce operating costs
 - Lower utility costs significantly
- Optimize end of life economic performance
- Increase building valuation and ROI
 - Quantify financial benefit in terms of ROI instead of payback time.
- Decrease vacancy, improve retention
 - Marketing advantages
- Reduce liability
 - Improve risk management

Productivity/Health Benefits

- Improve occupant performance
 - Estimated \$29 –168B annual national productivity losses
 - Student performance is better in day lit schools
- Reduce absenteeism and turnover
 - Providing a healthy workplace improves employee satisfaction
- Recruiting
- Increase retail sales with day lighting
 - Studies show ~40% improvement

A Compelling Story

West Bend Mutual Insurance Company (West Bend, WI)



Leadership

Who leads?

- Evangelists
- Select Board
- Early adopters
- Task (specific) forces
- Non-profits e.g.
 - USGBC
 - Jordan Institute
 - New Hampshire Carbon Coalition
 - New Hampshire Sustainable Energy Association

Process

Peterborough: A Case Study

- Historical paradigm
 - “greens” vs. eco devs
 - Open space vs. big box development
 - Subzero sum game
- Paradigm shift?
 - Open space and “knowledge based” eco dev not mutually exclusive
 - Not 1950’s real estate centric
 - Knowledge based: tech, healthcare, eco-tourism, arts
 - Proactive, not reactive planning
 - Getting to yes
 - Identify what we want
 - “Interdependence”
 - Mutually reliant
 - ≠ Fiefdoms or silos of information



Recreation Fields

EVANS ROAD

Workforce Housing Site
(Town Meeting 2006)

Conservation Land
(Town Owned)

Evans Flats

National
Guard
Armory

ELM STREET

Future Retail Development

Conservation Land

Old/New Paradigm

- Old
 - Planning Board, Select Board, TEAG, Heritage Commission, MPSC, 2! Workforce Housing TF's, Facilities Task Force
 - Good day: independent parallel effort
 - Bad day: conflicting effort
 - Last day: inevitable conflict & failure
- New
 - Mixed use & green neighborhood solution
 - New Hampshire AIA150 grant application
 - LEED Neighborhood Pilot Project application
 - Default: MPSC
 - Select Board lead
 - Sub EcoSystem
- E.g. new tech/green library
 - Task force model
 - R2K

Tools

- The people
 - “Show them what to do, show them how to do it”
 - E.g. MCH: provide a strategy for developing a strategy
- Expert volunteers
- Grants
- Education & awareness building
- Example setting
 - Green practices
- Viral marketing
 - E.g. Carbon Coalition Model: local orgs
- Proactive planning
- ≠ liberals vs. conservatives

Conclusion

The Sustainable EcoSystem

- To make the community more sustainable centric, your organization has to be sustainable itself
 - “Proof is in the profit”*
- Self-fulfilling prophecy theory
 - Create a robust supportive ecosystem
 - Self fulfilling
 - Scalable
- From high risk startup to critical mass success

*See “Dotcom Lessons for Going Green” Christian Science Monitor
<http://www.csmonitor.com/2007/0419/p09s01-coop.html>